

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 150314Z APR 76

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 9150

UNCLAS TAIPEI 2394

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CCP THIRD QUARTER PROGRESS REPORT

REF : STATE 244219

1. MAJOR CAMPAIGN OBJECTIVES PROGRAMMED FOR THE THIRD QUARTER HAVE BEEN ACCOMPLISHED WITH EXCEPTION OF THE PLASTICS INDUSTRY REPORT, WHICH WILL BE COMPLETED IN MAY WHEN ROC 1975 ANNUAL STATISTICS BECOME AVAILABLE. THE DEFERRED REPORTS ON THE PETROCHEMICAL INDUSTRY AND POWER GENERATION PROGRAMS ARE UNDER PREPARATION AND SHOULD BE COMPLETED BY MID-FOURTH QUARTER. THERE WERE NO CAMPAIGNS IN THE LAST QUARTER THAT OVERLAPPED WITH TRADE CENTER EVENTS, BUT THE POST EXPECTS THE CONSTRUCTION EQUIPMENT SHOW (4TH QUARTER) AND ELECTRONIC COMPONENT AND TEST EQUIPMENT SHOWS (5TH QUARTER) TO DO EXTREMELY WELL.

2. TWO ADDITIONAL EVENTS HAVE BEEN ADDED TO THE FY'76 CCP. ONE IS THE USDOC SUPPORTED IN-STORE PROMOTION OF U.S. CONSUMER GOODS IN COOPERATION WITH THE FAR EASTERN DEPARTMENT STORE, LTD. THIS EVENT WILL BE STAGED AT FAR EASTERN'S FOUR LOCATIONS THROUGHOUT THE ISLAND AND FEATURE A U.S. BICENTENNIAL THEME. TENTATIVE DATES ARE AS FOLLOWS: JULY 1-18 IN TAINAN; JULY 31 -AUGUST 15 IN KAOHSIUNG; AUGUST 28 -SEPTEMBER 12 IN TAICHUNG, AND SEPTEMBER 25 - OCTOBER 25 IN TAIPEI. POST IS PRESENTLY WORKING CLOSELY WITH STORE IN PREPARATION FOR THIS PROMOTION. THE SECOND EVENT NOW PLANNED IS IN COOPERATION WITH THE ILLINOIS DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT TO SPONSOR

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A MACHINE TOOL CATALOG SHOW IN TAIPEI AND KAOHSIUNG ON

MAY 10-15.

3. ADDITION OF ABOVE TARGETS OF OPPORTUNITY WILL CALL FOR
SHIFTS OF MANPOWER FROM EXISTING PROGRAMS AND POST WILL
PROPOSE, AFTER STUDYING FURTHER THE ACTUAL MAN/DAY
REQUIREMENTS, TO DEFER SOME OF THE ACTIVITIES PLANNED
ORIGINALLY UNDER FY'76 PROGRAM. POST WILL NOTIFY
WASHINGTON COMMERCIAL ACTION GROUP OF ANY CHANGES SOONEST.
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